

PERCY HAMMOND'S LETTER

1922, New York Tribune. (Inc.)

of what is known in the lo-
of "show" business, even if you don't like
what effect the past year
will have next year on the
of proud actors to
the habit of the uninformed to
the managers for the spurious
which sometimes present the
And, indeed, in a few
cases it is the fault of the
different magnates that so-called
troupe has been the players
however, it has been the players
from motives either of
have been denounced at distant
Many producers, to my
have been unjustly indicted by
upon the "road," and being re-
have been unjustly indicted by
elsewhere for deliberately
their troupes.

the going goes, were the
the most lucrative of the arts
were the bags of those who
practiced it. Engagements in the
were long and easy. The troupe
would well afford to disregard the
beckonings from remote
beaching shores. The twin joys
of Broadway's bright roue
were preferred, and not without
reason, to travel and the exile's
lifestyle.

how portentous is prosperity!
how comelike it threatens
while it shines.

something in the way of a quiet
occurred last season in "show
and want unemployment
the ugly being along a desolate
outwardly there were few
of distress for actors, a few
of course, and can assume an af-
fecting though they have it not. The
groups in front of the Lamb's
are as debonair and seaming-
carefree as ever. In fact, the
evidence is considerable is what
of its victims have told me,
you noticed," said one of them,
many extra public benefits,
glasses, frocks, etc., have been giv-
the Lamb's, the Fris-
the Room club, and even the
Players. The unusual num-
of these performances is due to
ability of many members to
their fees."

ence upon others to confess, as I do,
an unworthiness. In case you are of
the unselfish type, you will enjoy the
it. You will have such a good time
low-men! Mr. G. explains Mr. B.
But most theatrical entertainments do
that. At any rate, the inscrutable
Armenian (the Russian only by ad-
option) manipulates his audience
much as he sees fit. The other night
he had everybody in an imposing as-
semblage, at \$5.50 per best seat, try-
ing to imitate a snore!

The colors in the new program are
more striking than those of its prede-
cessor, and two of the numbers have
irresistible captions—"The King Or-
die tragedy in French," and "As In
Front of Our Gates," a group of Rus-
sian folk songs. The theatre is the
most attractive in New York, with its
merry decor, representing Ivashka
the Pool in the fairy tale, galloping
across the sky on his hobby horse. The auditorium is open
the rear and there is a lofty prom-
enade where, between the acts, you
may smoke and look out over the
city.

Francis Wilson disconcerted a lot
of surly skeptics last week by play-
ing Bob Acres in "The Rivals" with-
out causing noticeable upheaval in
Mr. Jefferson's sarcophagus. Save for
a disposition to be a bit resentful,
bouncing up and down as he moved
about the stage, Mr. Wilson's locomotion
in the role was satisfying, and
his impersonation of Acres was soft,
though perhaps not fitting. Acted by
a majestic cast, the old farce was
posed again as a classic superlatum
and as good a play, if not better, than
"Uncle Sam's Cabin." There were, as
a matter of record, excellent per-
formances by Mary Shivers as Lucia,
Malaprop, Violet Herring as Lydia,
Patricia Collinge as Lucy, Robert
Power as Sir Anthony, John Craig as
Sir Lucius, O. Tringer as David and
Pedro de Corboba as Paulding. The
company acted without pay for the
benefit of the Players' club, which
plans to do a similar feat every
year.

THEATRES

Pauline Frederick in "Two Kinds of Women" at Utah Theatre

Pauline Frederick as a virile young
woman who combats and puts to rout
a band of culprits who place her
father's ranch in jeopardy is a char-
acter that will appeal to thousands of
theaters. In other places they
find libraries, picture galleries
symphony concerts whereby they
refresh themselves with tonic
rights of sister arts. Commodious
and intelligent audiences ex-
perience, and a press that is as
entirely not as hot in the
case as that of New York. Bright
born on cherry hotel hearths,
in the cafe wanderers may sup
buildings no less savory than those
able heretofore. Let us, then,
from tears and breast-beating
the actor's future, while feel-
ing a proper sorrow over his present.
I shall express the mean sur-
mise that some of the successful
performers might be of the best
No. 2's."

Zane Grey's "When Romance Rides" at Ogden Theatre Today

For once you won't have to apologize
for "grazing your husband" off to a
motion picture. He'll thrill with the
horse race, the dogs will delight him,
the whole story please.

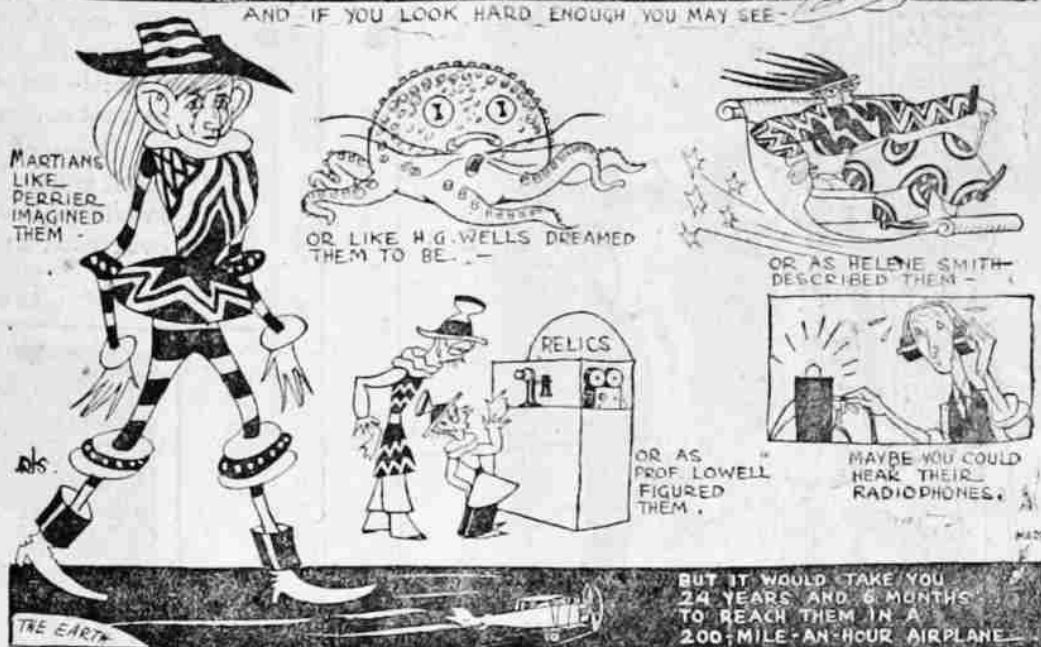
The children will find it a picture
they can understand and appreciate
and it's the sort that makes for better
and purer men and women.

For yourself, a really wonderful love
story, of regular people.

"When Romance Rides" is the title.
It is a Benj. B. Hampton production of

MR. MARS HAS DATE WITH MOTHER EARTH THIS EVENING; 8,000,000 MILES NEARER

MARS WILL BE 42,350,000
MILES NEAR THE EARTH



Mars is going to take a close look
at Ogden Sunday evening, June 18.
And by the same token, Ogdenites
are going to take a close look at
Mars—the closest since 1903!

By Sunday night Mars will be 8-
900,000 miles nearer the earth than
it was a month ago. Proving Mars
as a speeder certainly stirs up the
stardust!

But you needn't fear Mars will skid
at some celestial corner and knock a
fender off the earth. For Mars will
come within only 42,350,000 miles of
the planet to which we hold title,
before he curves away again.

If Mars were to hesitate at that
42,350,000-mile mark while you travel-
ed from here to there on an air-
plane doing 200 miles an hour, he
would have to wait 24 1/2 years for
you to arrive.

MEDIUM VISITS MARS.
Only one earth-being ever thought
seriously of travelling to Mars. Cap-
tain Claude Collins planned to ride
a sky-rocket this day. But he couldn't
get a rocket large enough.

However, a famous French medi-
um, Mademoiselle Helene Smith, says
she projected her soul to Mars. There
she saw—

"Carriages without horses or
wheels, emitting sparks as they glid-
ed by houses with fountains on the
roofs; a cradle having for curtains an
angel made of iron with outstretched
wings."

She also brought back the latest
fashion notes from the Martians.
"The people," she said, "were much
like the inhabitants of the earth, save
that both sexes wore the same clothes—
trousers, very ample, and long
sleeves drawn tight about the waist
and decorated with various designs."

Their language had a pleasant in-
tonation, according to the mademoi-
selle. Four words that she remem-
bered when she came down to earth
were:

Metiché meaning Mr.
Medache meaning Mrs.
Metaganiché meaning Miss.

Kind's meaning four.
But R. G. Wells evidently didn't
think much of the psychic's descrip-
tion. In his "War of the Worlds"
he said that the Martians resembled
krill with round, gray bodies and
"port of faces."

Edmond Perrier, a Parisian sci-
entist, constructed the most detailed
picture of the inhabitants of our
nearest planetary neighbor.
"Dreams are not a crime," he said.

and in this case contradiction is dif-
ficult."

The Martian, according to him,
bore some resemblance to man, but
he had tremendous ears, a large chest
and thin legs, with scarcely any neck
at all.

In America the greatest exponent
of the theory that Mars is inhabited
was the late Professor Percival Low-
ell, director of the Harvard observa-
tory at Flagstaff, Ariz.

"The Martians," he wrote, "are
possessed of inventions of which we
have never dreamed. With them the
electrophone and kinetoscope are
things of the bygone past, preserved
with veneration in museums as relics
of the clumsy contrivances of the
simple childhood of the race."

SCIENTISTS DISAGREE.
But other scientists disagree. They
think there is nothing but very lit-
tle water and a thin layer of air on
the planet.

"There has been absolutely no de-
termination of life on Mars," says Dr.
C. S. Brainin of Columbia univer-
sity.

But Professor William H. Pickering
of Harvard says that the weather
there is fine.

Especially during the summer,
beauty, tastily gowned, who dance and
sing in the fourteen musical numbers,
among which are "From the Bottom
to the Top," "You Teach Me," "Ray
of Sunshine," "Blue Bird Blues,"
"Every Little Miss," "I Love to
Dance," "Lavender and Old Lace,"
and "Sittin' Pretty."

**CASH MISUSED
IN ADVERTISING**
Manufacturer and Dealer
Urged to Work Closer
Together

Charlotte Greenwood Coming to the Orpheum June 29

Charlotte Greenwood who will be
remembered for her elongated figure
and high kicking in her former suc-
cesses "So Long Letty" and "Linger
Longer Letty," will be seen at the
Orpheum for one night, June 29th, in
her latest and greatest musical com-
edy success "Letty Pepper." The book
is by Oliver Morosco and George V.
Hobart, lyrics by Leo Wood and Irving
Bibo, music by Werner Jensen.
Who has supplied Miss Greenwood
with some wonderful melodies. Miss
Greenwood is the central figure of
the story, which concerns the troubles
of Letty in a department store. She
has achieved an enviable reputation as
a funmaker and in her particular line
of laugh-producing efforts she has no
rival. Oliver Morosco has surround-
ed her with an exceptional cast of
artists, and a chorus of youth and

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Orpheum

FOUR DAYS
STARTING
TODAY

SPECIALLY BOOKED SEASON OF

Summer Vaudeville

5---ORPHEUM ACTS---5

20---PEOPLE---20
MOSTLY GIRLS

CHAS. L. GILL & CO.

"THE STAGE CARPENTER"

HOGUE
and
HICKSON

SWEDISH
National
DANCERS

Jean--?

ADRIANNE
JOLIFFE

DARE-DEVIL RAYMOND

EXTRA ADDED ATTRACTION

ANITA STEWART

"A QUESTION OF HONOR"

A \$1.50 Show at the Regular
Orpheum Prices

with a local emphasis which is very
telling."

Mr. Harn declared that in the ma-
jority of cases money often spent in
expensive literature "would be much
more effectively used in buying more
newspaper and magazine space and in
coordinating the work of the distribu-
tor with the newspaper and magazine
advertising." He conceded that in the
case of the concern which has a rather
complicated or unfamiliar product
the "need for intensive education
probably justifies intensive and ex-
tensive follow-up."

"There is only one thing in adver-
tising practice," said Mr. Harn, "as
bad as neglect to co-ordinate the var-
ious advertising forces which one is
using and that is to leave entirely un-
used some form of advertising or
sales effort which would render what
we are doing much more effective."

INDEPENDENT AUDITS.
"There was some excuse in the ear-
ly days for the advertiser to be ig-
norant as to whether he was buying
the advertising force which his plans
called for and which he aimed to buy.
Since the advent of the Audit Bureau
of Circulations a few years ago, there
has been no such excuse, at least inso-
far as the buying of newspaper and
other periodical space is concerned.
And here I wish to pay a tribute to
those publishers of newspapers, maga-
zines, farm papers, business and other
periodicals who at the request of ad-
vertisers set aside their individual
advices and preferences on many points
and joined with the advertisers and
agents to solve an intolerable and ridi-
culous situation. Advertisers and
agents owe it to these publishers to
select these publishers as against
those who refuse to co-operate. You
owe it to yourselves, first, as you
would owe it to yourselves to buy a
metal tested by an independent labora-
tory as against one which covered by
the manufacturer's own test. But you

owe it, more acutely, because you
yourself asked the favor and you
cannot in honor prefer those who do
not comply with your own request."

BLIND, HE ACHIEVES AMBITION OF LIFE

ST. LOUIS, Mo., June 17.—Loss of
his sight proved no handicap to Wil-
liam D. Ely in obtaining his life's am-
bition and proved no obstacle in com-
pleting his study of law, for today
Mr. Ely, blind for more than eight
years is entitled to style himself mas-
ter of laws, having received the de-
gree at the commencement exercises
of St. Louis university at the closing
of the school year.

Ely, who was an accountant, em-
ployed by one of the largest banks
of the city, acquired during that time
a business training, which he de-
clared prepared him for the study of
law. Misfortune fell upon him, and
with a short time he lost his only
child and wife. The double shock
brought him to complete prostration
from which he recovered, minus his
sight.

Depressed but not discouraged the
stricken man became more deter-
mined than ever to reach his goal. He
learned to make brooms at the state
school, for the blind, but he tired of
this work and determined to take up
some profession, his choice fell upon
the study of law.

His only living relative, a married
sister, with whom he lived, assisted
him in his study, and it is to her that
he gave most credit for achieving his
life's ambition. Last year Ely was
given the degree of bachelor of law,
ranking third among the large class
of candidates.

NEW PLACE FOR WOMEN
SYDNEY, N. S. W., May 22.—(By
Mail)—The appointment of a profes-
sional story teller for children in hos-
pitals regarded as a unique move in
educational activities, has been an-
nounced by the New South Wales Ed-
ucational department.

TODAY
4:45 p. m.

WHEN ROMANCE RIDES

A ZANE GREY PICTURE

WITH
CLAIRE ADAMS
CARL GANTVOORT
AND
JEAN HERSHOLT.

ADAPTED FROM THE NOVEL
"WILDFIRE"
BY ZANE GREY

Also
A CORKING GOOD COMEDY

Ogden Theatre

"The Pick o' the World's Best Pictures"

Mermaid

Vaudeville at the LAGOON

Free seats for everybody.
Four all-star acts of high-class entertainers.

Two shows — 3:30 and 4:30.

Come early—lunch at the Bluebird cafe swim at "Waikiki Beach"—enjoy yourself every minute.

Trains every hour from 12:30. Fare 35c round trip. Autos 10c per car and 10c per passenger.

"Passing Show" Now at Orpheum; to Show Four Days

Of particular interest to local theatergoers is the announcement by Manager Goss of the Orpheum theatre of a specially booked season of Orpheum vaudeville starting today and continuing for four days.

"The Passing Show" as presented by Charles L. Gill is an aggregation of big time vaudeville acts making a tour of the west on a combined business and pleasure trip. This tour in the language of the press agent is a sure fire eye opener for the players and a restful vacation at the same time.

Mr. Gill has gathered together five acts of the very highest type of variety offerings. Headlining the bill is the clever little sketch of Mr. Gill and a capable comedy entourage.

The story is a pathetic little yarn of actor folk away from home on Christmas Day, and tells in a mighty human manner the trials and tribulations the funmakers of the stage go through in order to please their audiences. The sketch was awarded a silver loving cup by the Lamb's club on their recent New Year's gambol as being the best sketch of the profession, too. Mr. Gill portrays the role of Baye, a stage carpenter and is supported by a company of five well known players.

In addition to the sketch the bill includes such well known stage personages as Florabelle Hogue and Opal Hickson, two clever young ladies who were recently starred in The Melody Mads. Miss Hickman is a protegee of Theodore Kosloff, famed Russian dancer and motion picture star, while Miss Hogue is conceded to be one of vaudeville's most versatile comedienne.

Jean--? is a mysterious little stranger who keeps the audience guessing from start to finish and closes the offering with a comedy finale that is a scream. Jean--? is assisted at the

TODAY, 4:45 P. M.

PAULINE FREDERICK

Supported by Tom Santschi, Charles Clary and Otis Harlan

"TWO KINDS OF WOMEN"

By Jackson Gregory

See this great picture of the great west
Also
BIG COMEDY

Utah Theatre

Best Seats, 10c and 20c